


Portfolio

Wisconsin Cooperative Education Skill Certification Entrepreneurship

Coop Areas Completed		Student Information	
Economic Foundations	19	Student	Phone
Communications and Interpersonal Skills	30		
Professional Development	10	School	Phone
Marketing and Entrepreneurial Foundations	41		
Distribution	7	Teacher Coordinator	Phone
Financing	10		
Marketing Information Management	12	Workplace Mentor	Phone
Product Service Planning	9		
Promotion and Selling	25		
<div> <div>Start Date</div> <div>End Date</div> </div>		<div>Other Information:</div> <div>  </div>	

Entrepreneurship Skill Standards Rating Scale

- 3 Proficient—able to perform entry-level skills independently.
 2 Intermediate—has performed task; may need additional training or supervision.
 1 Introductory—is familiar with process but is unable, or has not had the opportunity, to perform task; additional training is required.
SB School Based
WB Work Based

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	

Economic Foundations

17 competencies must be achieved at level 2 or 3

1. Distinguish between economic goods and services						
2. Explain the concept of economic resources						
3. Describe the nature of economics and economic activities						
4. Determine forms of economic utility created by economic activities						
5. Describe the principles of supply and demand						
6. Explain the law of diminishing returns						
7. Describe the concept of price						
8. Explain the types of economic systems						
9. Explain the relationship between government and business						
10. Explain the concept of private enterprise						
11. Determine factors affecting a business's profit						
12. Explain the concept of competition						
13. Explain the concept of productivity						
14. Explain the concept of organized labor and business						
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product						
16. Analyze current economic problems						
17. Examine the nature of international trade						
18. Identify the impact of cultural and social environments on world trade						
19. Evaluate the influences on a nation's ability to trade						

Communications and Interpersonal Skills

27 competencies must be achieved at level 2 or 3

1. Explain the nature of effective communications (verbal, written)						
2. Apply effective listening skills						
3. Use proper grammar and vocabulary						
4. Handle telephone calls in a businesslike manner						
5. Write business letters, informational messages and inquiries						
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)						
7. Convince others of a point of view						
8. Conduct a staff or team meeting						
9. Give directions for completing job tasks						
10. Prepare simple written reports						
11. Explain the use of inter-departmental/company communications						
12. Demonstrate basic word processing skills						
13. Demonstrate basic word presentation software skills						
14. Demonstrate basic database skills						
15. Demonstrate basic spreadsheet skills						
16. Demonstrate basic search skills on the web						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
17. Identify desirable personality traits important to entrepreneurs						
18. Demonstrate responsible behavior, honesty and integrity						
19. Recognize personal biases and stereotypes						
20. Explain the concept of self-understanding and self-esteem						
21. Use feedback for personal growth						
22. Adjust to change						
23. Make timely and correct decisions						
24. Set personal and professional goals						
25. Develop cultural sensitivity						
26. Demonstrate negotiation skills						
27. Explain the nature of stress management						
28. Participate as a team leader						
29. Demonstrate problem-solving skills						
30. Explain management's role in customer relations						

Professional Development

9 competencies must be achieved at level 2 or 3

1. Assess personal interests and skills needed for success in marketing and business						
2. Analyze employer expectations in the business environment						
3. Explain the rights of workers						
4. Explain employment opportunities in marketing, business, and entrepreneurship						
5. Utilize job search strategies						
6. Participate in a job interview beginning with the application process and concluding with follow-up information						
7. Explain the need for ongoing education as a worker						
8. Explain possible advancement patterns for jobs						
9. Identify skills needed to enhance career progression						
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows						

Marketing and Entrepreneurial Foundations

37 competencies must be achieved at level 2 or 3

1. Explain marketing and business and its importance in a global economy						
2. Describe marketing functions and related activities						
3. Explain the nature and scope of purchasing						
4. Explain company buying and purchasing policies						
5. Explain the concept of production						
6. Explain the concept of accounting						
7. Calculate net sales						
8. Describe the nature of cash-flow statements						
9. Analyze a profit and loss statement						
10. Explain the concept of finance						
11. Explain the concept of management						
12. Describe the nature of budgets						
13. Describe the crucial elements of TQM culture						
14. Describe the role of management in the achievement of quality						
15. Delegate responsibility to others						
16. Explain the nature of continuing improvement strategies						
17. Explain the types of business ownership						
18. Describe current business trends						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
19. Identify the ways that technology affects marketing and business						
20. Explain basic types of business risk						
21. Describe the concept of insurance						
22. Develop policies to prevent internal theft						
23. Develop procedures for preventing and handling burglary						
24. Develop policies to prevent vendor theft						
25. Explain routine security precautions						
26. Open and close a business facility						
27. Follow safety precautions						
28. Explain procedures of handling accidents						
29. Explain the nature of legally binding contracts						
30. Orient new employees						
31. Explain the nature of overhead and operating costs						
32. Develop an organizational plan						
33. Explain the nature of wage and benefit plans						
34. Explain the nature of leadership in organizations						
35. Explain ways to build employee morale						
36. Examine ways to incorporate team building in daily activities						
37. Determine technical assistance needed by business owners						
38. Analyze company objectives						
39. Analyze a business plan						
40. Develop strategies to achieve goals						
41. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations						

Distribution

6 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of distribution						
2. Describe the use of technology in the distribution function						
3. Evaluate various channels of distribution						
4. Prepare invoices						
5. Explain the receiving process						
6. Explain the shipping process						
7. Explain the nature of warehousing						

Financing

9 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of financing						
2. Describe the use of technology in the financing function						
3. Explain the nature and scope of the pricing function						
4. Explain the nature of business ethics in pricing						
5. Explain legal consideration for pricing						
6. Determine financing needed for business operations						
7. Determine financing needed to start a business						
8. Explain factors affecting pricing decisions						
9. Select product-mix pricing strategies						
10. Adjust prices						

Marketing Information Management

11 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of the marketing information management function						
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Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
2. Explain the role of ethics in marketing information management						
3. Explain the role of technology in the marketing information management function						
4. Assess marketing information needs						
5. Search the web for marketing information						
6. Collect marketing information from others (e.g., customers, staff, vendors, etc.)						
7. Conduct environmental scan to obtain marketing information						
8. Write a marketing report that includes findings and recommendations						
9. Explain the concept of marketing strategies						
10. Explain the concept of market and market identification						
11. Develop a marketing plan						
12. Explain the nature of sales forecasts						

Product Service Planning

8 competencies must be achieved at level 2 or 3

1. Explain the nature and scope of the product/service management function						
2. Identify the impact of product life cycles on marketing decisions						
3. Describe the use of technology in the product/service management function						
4. Identify consumer protection provisions of appropriate agencies						
5. Explain the concept of product mix						
6. Plan product mix						
7. Determine services to provide customers						
8. Explain the nature of product bundling						
9. Describe factors used by marketers to position products/businesses						

Promotion and Selling

23 competencies must be achieved at level 2 or 3

1. Explain the role of promotion as a marketing function						
2. Explain the types of promotion						
3. Identify the elements of the promotional mix						
4. Describe the uses of business ethics in promotion						
5. Describe the uses of technology in the promotion function						
6. Describe the regulation of promotion						
7. Evaluate types of advertising media						
8. Explain the parts of a print advertisement						
9. Write promotional messages that appeal to targeted markets						
10. Explain the nature of direct advertising strategies						
11. Evaluate web sites						
12. Write a news release						
13. Plan activities in the promotional mix						
14. Analyze costs/benefits of company participation in community activities						
15. Compare several promotional plans						
16. Explain the nature and scope of selling						
17. Explain the nature of customer service as a component of selling relationships						
18. Explain key factors in building clientele						
19. Explain business ethics in selling						
20. Explain the use of technology in the selling function						
21. Identify selling regulations						
22. Analyze sales reports						
23. Explain the nature of sales training						
24. Explain the nature of sales management						
25. Plan follow-up strategies for use in selling						

The Competencies in This Portfolio Have Been Endorsed By:



Wisconsin and National DECA



Wisconsin Association for
Leadership in
Education and Work



Wisconsin
Manufacturers
and Commerce



Wisconsin Association for
Career and Technical
Education



Wisconsin Marketing
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